



From Strategy to Story

*Using Employer Brand to Build Trust During
Transformation*

Employer Branding



Recruitment
Marketing



Job Board
Advertising



Employee Value
Proposition



Employee Brand
Ambassadors



Careers
Sites

Employer Branding

A diagram with the title 'Employer Branding' at the top. Two white lines extend from the left and right sides of the title, each ending in a downward-pointing arrowhead. These arrows point towards the definition text below.

**Shaping the perception of an organization as a
place to work**

- *Simon Barrow, Founder of the concept of employer branding 1989*

49%

Average trust in business Globally

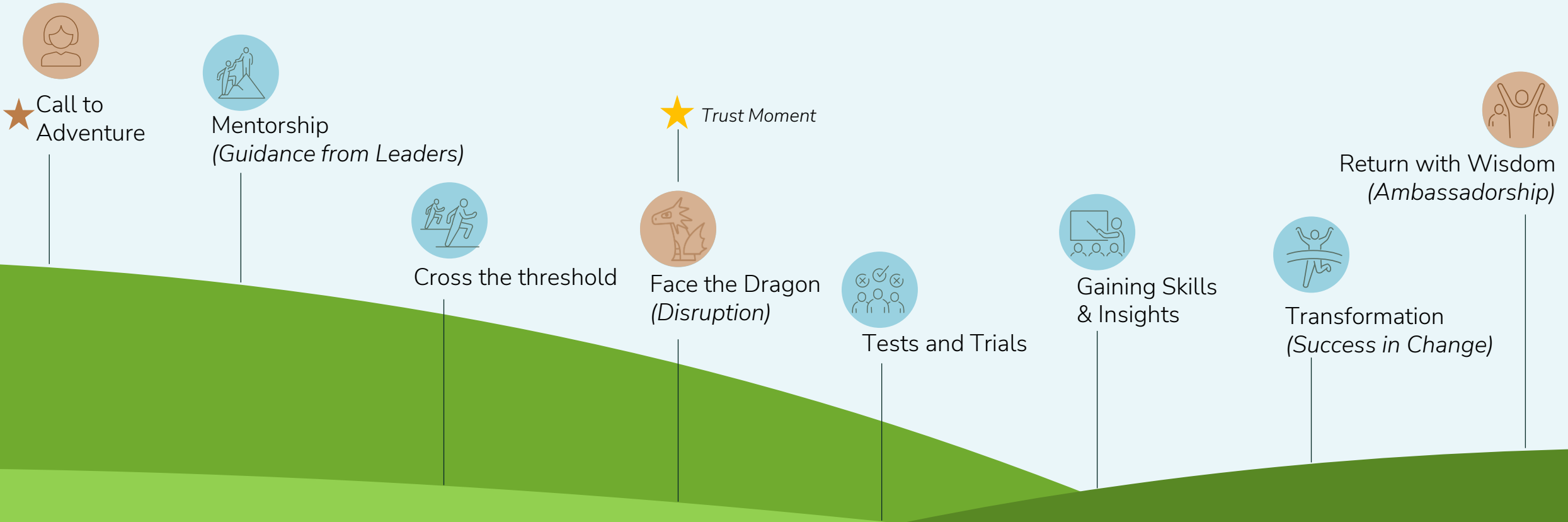
79%

Of employees say quality of communication from leaders directly effects understanding of org. objectives

Employer Brand as the *Translation* Layer



Transformation as a Trust Moment





The Shift from Strategy to *Story*

For Leaders

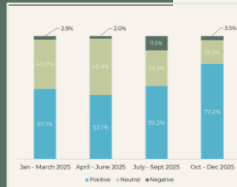
- Anchor in the EVP / LVP
- Transformation Identity
- Leader Launches
- Branded Content
- Videos / Stories
- Recognition



Hero

For the Business

- Increased Awareness
- Positive External Sentiment
- Boost in Reputation
- Employee Pride
- Share of Voice
- Leader Support Metrics



Mentor



For Employees

- EVP Moments that Matter
- Branded Content / Video
- Employee Storytelling Contest
- Ambassadorship



Journey



How We See the *Impact*

70%

increase in
eNPS from
launching with
leaders first

400%

companies
with trusted
leadership
outperform
peers

34%

of positive
sentiment six
months after
implementation

45%

increase in
employee
experience
rating

Three moves for your next transformation

- 1 Refocus your EB from Attraction to Alignment:** Map your transformation as a story framed by the EVP
- 2 Make employees co-creators of the story:** Activate employee storytellers.
- 3 Activate leaders as your primary channel:** Empower leaders to mentor, not monologue.

Great companies don't
just change.

They *become the story* people
want to tell.